

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
30 October 2003 (30.10.2003)

PCT

(10) International Publication Number
WO 03/090484 A1(51) International Patent Classification⁷: **H04Q 7/00**(21) International Application Number: **PCT/FI03/00290**(22) International Filing Date: **14 April 2003 (14.04.2003)**(25) Filing Language: **English**(26) Publication Language: **English**(30) Priority Data:
10/126,623 22 April 2002 (22.04.2002) US
PCT/IB02/02537 1 July 2002 (01.07.2002) IB
10/319,475 16 December 2002 (16.12.2002) US(71) Applicant (for all designated States except US): **NOKIA CORPORATION** [FI/FI]; Keilalahdentie 4, FIN-02150 Espoo (FI).

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(81) Designated States (national): AE, AG, AL, AM, AT (utility model), AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ (utility model), CZ, DE (utility model), DE, DK (utility model), DK, DM, DZ, EC, EE (utility model), EE, ES, FI (utility model), FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK (utility model), SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

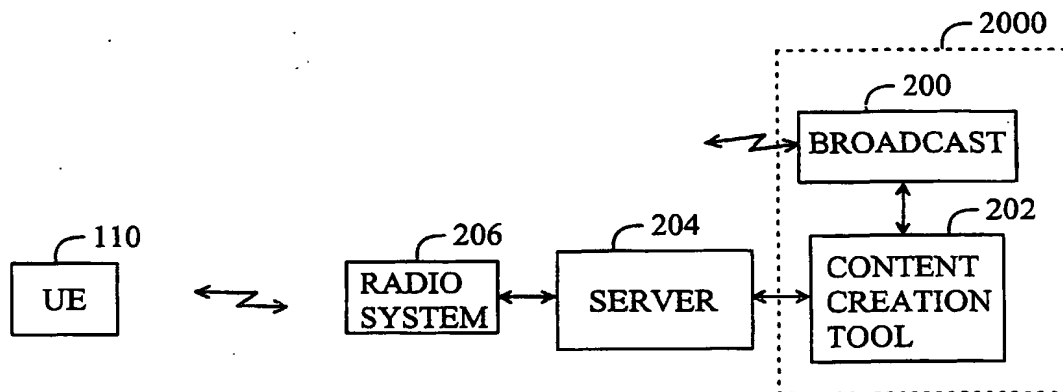
Declaration under Rule 4.17:

— of inventorship (Rule 4.17(iv)) for US only

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **USER TERMINAL, MEDIA SYSTEM AND METHOD OF DELIVERING OBJECTS RELATING TO BROADCAST MEDIA STREAM TO USER TERMINAL**

(57) Abstract: The invention relates to a method and system of delivering an object relating to a broadcast media stream to a user terminal (110) of a radio system (206). A broadcast system (2000) broadcasts the media stream, associates the object to the media stream and delivers an object identification of the object to at least one user terminal (110) either through the radio system or as an RDS broadcast. The user terminal (110) presents the object identification in synchronization with the media stream in the user terminal and sends, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification to a database (208) having at least one object through the radio system (206). The database (208) delivers the object of the object identification to the user terminal (110), which sent the request signal, through the radio system (206).